



Environmental Simulation Center



Main Street Corridor Revitalization Project Phase II: Evaluation

City of Houston Planning & Development Department

DELIVERABLE 8 & 9: NEAR NORTHSIDE

EVALUATE PLANNING PROCESS & PRODUCTS

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1.0 Introduction

The purpose of the Main Street Corridor Planning and Research Project: Evaluation 2 is to evaluate the planning process and product(s) as a result of two planning initiatives: the Near Northside Revitalization Plan (2000- 2001). The planning process will be evaluated with respect to two factors: (1) Nature and quality of partnership between public and private stakeholders and (2) effectiveness of engagement of the larger community. The evaluation of the Near Northside Economic Revitalization Plan is especially concerned with ensuring that the goals of the Transportation and Community and System Preservation Pilot Program (TCSP) have been met, and adherence to the Main Street Corridor Master Plan.

Guiding these planning efforts and this second phase of the evaluation project have been the TCSP Goals, which are as follows:

- Improve the efficiency of the transportation system.
- Reduce the impact of transportation on the environment.
- Reduce the need for costly future public infrastructure investment.
- Provide people with better access to jobs, services, and trade centers.
- Encounter private-sector development patterns that achieve these goals.

Further guiding these planning efforts is the Main Street Coalition Master Plan, which is included in the Transportation Improvement Plan (TIP), which is part of the Metropolitan Transit Plan (MTP).



This evaluation of the *Near Northside Village Economic Revitalization* is separated into two main efforts:

- Planning Process
- Planning Product: *Northside Village Economic Revitalization Plan* prepared by Webb Architects and City of Houston Department of City Planning and Development



2.0 Near Northside Economic Revitalization

2.1 Process Evaluation

2.1.1 Summary of Results of the Process Evaluation

- The planning process of the Near Northside Economic Revitalization project was organized effectively around a broad-based, inclusive coalition of community stakeholders, local experts/ advisors/ supporters, City representatives and innovative consultants.
- The process contributed to achieving relevant TCSP goals and linking the concepts in the Main Street Corridor Master Plan with revitalization plans of the Near Northside Neighborhood. Specifically, the process focused on strategies for revitalization around a pedestrian-oriented environment that explored the proposed extension of the Main Street light rail line to the Near Northside, providing a critical link to downtown.
- The process developed revitalization strategies in a comprehensive way that considered the range of community indicators, including land use, transportation, community character, community services and infrastructure, economic development, housing and historic preservation.
- In an attempt to develop strategies comprehensively, the consultants (Webb Architects, Social Compact, and the Environmental Simulation Center) for the Near Northside Economic Revitalization Plan preparation were appropriately selected based on their unique abilities to complement each other's work. Although not part of the original expectation, more strategic timing of the process could have enabled an effective coordination of the consultants' work for a mutually supportive process from all the consultants in understanding the



feasibility of the neighborhood design objectives (e.g. physical, economic, and contextual implications of the design alternatives considered).

2.1.2 Introduction

This section is divided into main parts:

1. Presentation of the Near Northside Economic Revitalization Planning Process in a case study format.
2. Evaluation of two specific aspects of the planning process:
 - Nature and quality of partnership between public and private stakeholders.
 - Effectiveness of engagement of the larger community.

2.1.3 Case Study: The Near Northside Economic Revitalization Planning Process

The Near Northside Economic Revitalization Plan was initiated by the City of Houston. It was supported by grants from the Federal Highway Administration (FHWA), U.S. Department of Housing and Urban Development (HUD), and the Main Street Revitalization Project, with contributions from Avenue CDC, a local community development corporation. Webb Architects and Associates, was selected to prepare the plan, which included the identification of key economic development nodes. The work also encompassed two other parallel efforts. The first one was the “Houston Neighborhood Market Drill Down” by Social Compact Inc. as a retail market study for Houston’s inner-city neighborhood. The second one was the Community Preferences workshops, conducted by the Environmental Simulation Center, Ltd. and funded by HUD’s Community Technology Initiative grant, that lead to the implementation of urban design guidelines for the Near Northside. The case study will focus on work with the Near Northside community, Houston’s Department of Planning and Development, and its consultants.

A steering committee of community stakeholders was established to provide community input, act as a sounding board, share their intimate knowledge of the community with the consultants, and review the work of the consultants. A separate advisory committee provided input from governmental agencies. Three community-wide workshops were held. All meetings and workshops took place in the Near Northside.

Community consensus was built on the overall vision and identity of corridor as a place oriented for pedestrians first, and explored the possible implications of the Light Rail extension to the neighborhood. Out of this vision, a revitalization plan was created that highlighted the neighborhood objectives, strategies for implementation, design guidelines, and the identification of potential land use and development in three economic development nodes. The development guidelines and land-use concepts focus on pedestrian and public transit oriented objectives,



supporting the TCSP goals of promoting an efficient transportation system for a sustainable environment.

2.1.4 Accomplishments

Three main accomplishments were highlighted in the final Near Northside Revitalization Plan:

1. Urban Design Guidelines reflecting the vision of the community.
2. Major Economic Nodes and New Development Opportunities identified.
3. Action-oriented Strategies for Implementation:
 - Partnership development
 - Marketing/ Outreach
 - Financing Options/ Incentives

2.1.5 Nature and quality of partnership between public and private stakeholders.

A steering committee (representing neighborhood civic associations, neighborhood service organizations, the school district, business organizations, Avenue CDC and other community stakeholders) was established to provide community input, act as a sounding board, share their intimate knowledge of the community with the consultants and review the work of the consultants. The steering committee met frequently over a nine-month period. Members included neighborhood civic associations, neighborhood service organizations, the school district, business associations, local development corporations, and property owners. An Advisory Committee was also formed to provide assistance and oversight on larger City issues and also provide political support to the community's effort. The Committee included representatives from City Agencies, Metro, Parks and Recreation, the Police Department, Council Member Vasquez's office, Public works, Mayor's Office, and environmental groups.

Three community-wide workshops were held. All meetings and workshops took place locally in the Near Northside. Each community-wide workshop was attended by over 100 participants. The sizable turnout at each workshop showed that there was an effective outreach effort to the community by the civic groups that formed the Steering Committee. The process was generally community-driven, while the City and its three consultants provided the framework and tools to communicate the community's vision and objectives.

The overall plan's methodology and process was effective. However, differing objectives set by each funding source and unforeseen contract negotiation issues prevented a closer coordination among consultants. For example, the ESC's work focused primarily on the commercial corridors and ideally could have reflected the market potential of the neighborhood to attract and support a broader range of services and retail than currently existed. Unfortunately, the market work done by Social Compact came too late in the process, focused only neighborhood buying capacity to the exclusion of neighborhood demand for goods and services, and was



not designed to provide information related to how much additional space the neighborhood could support. As a result, their role could have been better coordinated with the development of the economic development node design scenarios, simulations, and visualizations. Because the consultants were not able to begin their work in unison, coordination, information sharing, and integration of the process was difficult. Notwithstanding the hurdles, the collective efforts of the consultants, the steering committee, the Advisory committee, Houston's Planning and Development Department staff, and the Near Northside community led to the adoption and implementation of the vision plan.

Three community-wide workshops were held. Initially, there were to be two, but for reasons to be explained below, an additional workshop was required. Over 100 people participated in a facilitated process that identified issues, problems, and assets and a question and answer session. The first workshop enabled the context, strategies, and issues to be laid out.

The second workshop was conducted to ensuring that the consultant team was on target regarding community issues, transportation, strategies for change, and concepts for new development. Expectations were high and sometimes unmet because the workshop was virtually all presentation-oriented with static graphics and little time for a more interactive discussion of the ideas, proposals, and initiatives. The ESC was asked to simulate and visualize the development implications of a commercial corridor with and without the light rail. The real-time simulations and visualizations were misinterpreted as simply virtual reality presentation of future corridor development. When confronted with possible development scenarios in real photorealistic 3D, the participants became frustrated as they felt that they were being asked to choose among alternatives rather than begin a more informed discussion. The actual goal of the simulation and visualizations was to raise substantial questions about the values, future, character, and identity of the Near Northside.

The community assumed that the level of visualization was used to sell rather than inform. Moreover, while the ESC envisioned the simulation and visualization as the beginning of a process, the community saw them as a product of a process in which they had no role. The community needed to be informed of the way simulations and visualization were to be used to help the Near Northside community develop its vision.

Once the mismatch was identified, the Steering Committee and Near Northside community decided to hold a third community preferences workshop. This last workshop enabled a more informed discussion using visualization as a common visual language for consensus building rather than a presentation of finalized design alternatives. The lesson learned is that simulations and visualizations can be misinterpreted when they are presented out-of-context to a group with other expectations and without a prior explanation of how they will be used in the planning process. The community was ultimately pleased with the more interactive use of the simulation as a platform for a more informed discussion of critical issues raised through the visual process.



2.1.6 Effectiveness of engagement of the larger community.

The methods of outreach originated from the local civic groups' connection to their constituent communities. It is unclear whether non-English speaking immigrant residents were well represented by the civic groups; however, efforts were made to make the literature and outreach efforts bilingual.

The three community-wide workshops were each attended by over 100 participants. The sizable turnout at each workshop reflected a positive outreach effort to the community through the civic groups that formed the Steering Committee.

The City made efforts to engage what was being discussed in the Near Northside with the greater community and City through the media. The City's local television channel recorded and then aired highlights of the community workshops. Also, the City published the final Revitalization Plan as a distributable document as well as a website. A CD-ROM was included with an effective narrated 3D walk-through of the final design ideas and guidelines chosen in virtual reality model of the neighborhood created by the ESC. The 3D images and walk-through were an effective means of engagement with the larger community as it immediately put design discussions, ideas and strategies into physical, realistic form for all to see and understand.

Following completion of the Plan, the Steering Committee represented the communities through the various neighborhood civic groups. A Super Neighborhood Group was formed to sustain and keep accountable the implementation of the Economic Revitalization Plan.

2.1.7 Conclusions & Recommendations

- **The Process effectively provided a voice for the community.**

The Near Northside Revitalization Process allowed the opportunity for community's voice to be heard within the context of the larger revitalization plans of the Main Street Corridor. Both the community's assets (housing, historic quality and character) was reaffirmed and the community's needs addressed through a set of tangible strategies. There was significant potential identified in the Near Northside for development and improvement.

- **Involve Developers and Business Owners in the larger discussion.**

One-on-one interviews with developers by Webb Architects were important but because in some ways it took the place of bringing in developers into the larger Townhall meetings with other stakeholders, there wasn't crucial dialogue and discussion when coming up with the vision and guidelines. Dialogue is important so that everyone involved really understands why and what the needs are for a more cohesive pedestrian oriented, quality design of the commercial corridor.



- **Unique work of each consultant should mutually support each other.**

The work of each consultant, although funded separately, could have been coordinated more effectively for a more mutually supportive and accountable process. For instance, the 3D visualization, the economic numbers, and the proposed design guidelines could all support each other to effectively represent what the community wanted. For instance, a proposed density along the commercial corridor and visualized in 3D could have economic numbers backing up the validity of such development. Can three-story mixed-use development be supported by the current neighborhood? Is it viable for the future? If the work of the ESC and Social Compact were more closely linked, these questions could be more effectively addressed at the community meetings for a more informed discussion. Instead, their work was done mutually exclusive of each other due to the timing and funding of the project.

- **Outreach to Developers Creatively**

Outreach efforts in the implementation phase should focus on marketing directly to potential developers through the powerful information gathered:

- The 3D images representing the neighborhood's vision for the future and development potential
- Social Compact's numbers on the community's actual buying power.

2.2 Product Evaluation

2.2.1 Summary of Results of the Product Evaluation

- The Plan clearly addresses TCSP goals. The coordination of land use, transportation (potential extension of light rail to this neighborhood) and the pedestrian experience is a major consideration in this Plan.
- The Plan highlights the revitalization of the Near Northside Neighborhood as an important and mutually supportive component of the Main Street Corridor Master Plan. It reinforces the Neighborhood's unique identity as well as its identity as one of the districts unified with others, known as the Main Street Corridor.
- The Economic Development Nodes identified in the Plan address many of the major issues that reflect community priorities, economic development goals, and TCSP goals. They offer specific, practical examples of how revitalization in specific places can build on existing neighborhood assets, and mutually support the community's and the TCSP goals.
- In light of Houston's unique planning environment, the Plan effectively translates revitalization strategies into a set of design guidelines as a framework for future development, the identification of existing and potential community and business partnerships, and development opportunities within defined Economic Development Nodes. The Plan



sets up both a framework for action in the revitalization process as well as a means to manage change in this dynamic, historic neighborhood.

2.2.2 Introduction

This section is divided into main parts:

1. A brief summary and general assessment of the Near Northside Revitalization Plan.
2. The role of the products (the Plan) in achieving the TCSP Goals.

2.2.3 Summary of Plan

Chapter 1: Community Assessment

A comprehensive community assessment was conducted and documented. Key findings from the assessment were noted. The following are a list of the community elements and findings within the study:

- Location: Gives Context to proximity to downtown and rest of Houston
- Neighborhood Demographics
- Land Use and Community Character: There is enormous development potential: i.e. affordable housing, and resolving incompatible uses.
- Historic Preservation
- Safety Issues
- Transportation and Mobility Infrastructure: Pedestrian oriented and well served by METRO buses.
- Community Facilities

Chapter 2: Revitalization Strategies

Revitalization strategies were organized around 8 categories:

1. Land Use Strategies
2. Transportation Strategies
3. Community Character
4. Community Services and Infrastructure Strategies
5. Economic Development Strategies
6. Housing Strategies
7. Historic Preservation Strategies
8. Implementation Strategies

Each category is divided into the following three categories:

1. Priorities

This is a list of fundamental elements to the strategy that should be realized.

2. General Objectives

These are ways or methods to realize the above priorities.



3. Sub-strategies and a brief summary:

The sub-strategies offer specific, tangible ways stakeholders can implement the objectives and realize the priorities. Furthermore, the sub-strategies indicated its timeframe of implementation from short to mid to long-term. This was critical information to understand the implications of when to expect the sub-strategies to be accomplished.

Chapter 3: Implementation

Implementation strategies were centered on partnerships and innovative marketing approaches. This section is useful as it offers practical ways to make revitalization happen at the local level and instigates an accountability process through strategic partnerships.

- **Partnerships: Existing and Potential**

Partnerships identified in the Plan help begin the process of implementing the recommendations. The role of existing partnerships are highlighted and made intentional to stakeholders as critical assets to implementation. They include the Northside Village Super Neighborhood Council, Northside Health & Medical Corridor, Advance Head Start Program and Reaching Our Community, Inc, and Urban Business Initiatives Inc. The potential partnerships include Civic Associations & Other Institutions, Day Laborer Services, Northside Village Small Business Incubator, and Northside Televillage. These partnerships all leverage existing and potential community assets, including undocumented day laborers, local banks, civic centers, transit stops, and a variety of small businesses.

- **Marketing/ Outreach Approach**

Strategic marketing tools offer a vehicle to generating interest and changing perceptions about the community. This section effectively informs stakeholders and potential developers of the products and marketing tools (3D Virtual Reality Tour, website, the Revitalization Plan itself, brochures) as active components to an overall strategic marketing effort to realize the Plan.

Chapter 4: Economic Development Nodes (EDN)

Three key Economic Development Nodes and their potential for land use and development and preservation were highlighted as entry points to revitalization. Each node focused on an area ¼ mile around a major commercial intersection. The nodes were very useful in practically identifying a launching point for potential redevelopment around specific places in the neighborhood. They provide an important context for potential developers and local land owners to apply more specifically the revitalization strategies articulated by the community in this plan.

EDN 1: Main Street with Quitman St and Hogan Street

Revitalization Opportunities

- Part of Main Street Corridor Revitalization Project area
- Gateway to Downtown
- Redevelopment of professional services/ offices.



- Redevelopment for medical services such as pharmacies and medical testing to support the existing two clinics.
- Potential new residential development of all scales and types.

EDN 1A: Main Street and Hardy Rail yard

Revitalization Opportunities, including tract land acquired from Union Pacific.

- Part of Main Street Corridor Revitalization Project area
- Better Access / Gateway to Downtown
- Adaptive re-use of Existing Buildings
- Mixed Use: housing, office, business technology, industrial, arts, education
- Residential Development
- Commercial Uses: expanding publishing and arts establishments
- Historic Preservation
- Economic Development Tools

EDN 2: Irvington between Hays Street to south and Cavalcade to north

Revitalization Opportunities

- Mixed-Use and Transit-oriented Development
 - Potential redevelopment of existing freight terminal
 - Commercial Development
 - Streetscape Improvements and Pedestrian Environment
- **Adaptive re-use of existing places/ Preservation of Assets**
Each of the nodes clearly takes into account their existing context, as well as physical, natural, and economic assets. The Plan's place-based approach promotes revitalization efforts within these nodes through a variety of potentially supportive uses.

EDN 1 holds much potential for redevelopment, especially for professional and medical services to support existing clinics. EDN 1A plans focus on the potential of the large tract of land originally owned by Union Pacific as well as the creative preservation of local historic rail administrative structures. The Appendix to this Plan offers an informative historic background of the neighborhood with cross-references to the Economic Development Nodes, providing a context for preservation efforts. Both planning concepts for EDN 1 and EDN 1A also focus around their unique proximity to the downtown, relationship to the METRO Light Rail, and design concepts in the Main Street Corridor Master Plan.

EDN 2 plans take into account the mixed-use redevelopment potential of the large, existing freight terminal on Irvington and Patton. Existing retail and services along Irvington are reinforced with suggested compatible uses as potential infill development. The revitalization plans also highlight EDN 2's natural assets of Moody Park, which has the potential to provide views of the bayou and greenway for higher density housing.



- **Specific Economic Development Tools**

The Plan provides some specific economic development tools to instigate redevelopment, including existing financial incentives. Such tools include tax incentive programs, brownfield redevelopment incentives and small business development programs. The tools are mostly from the City of Houston Planning and Development Department's CBO Toolbox. They offer a great starting point for realizing the node development strategies. As a follow-up to this Plan, the Northside Village Super Neighborhood Council could further explore the specific application of such tools within redevelopment projects in each of the nodes. Such a study could be highlighted in subsequent Super Neighborhood Action Plans (SNAP).

- **Pedestrian-Oriented Neighborhood**

The revitalization strategies outlined for the nodes promote the community's desire to create more walkable neighborhoods by the physical improvement of the public street environment along the major corridors. Furthermore, the concentration of compatible activities offers more opportunities and incentives for walkability around the nodes. For instance, the Plan suggests the creation of a "pedestrian village square" in EDN 2 which includes new assisted living, professional offices, mixes size retailers, restaurants, and other services all within walking distance. The potential extension of the light rail to the Northside would support the concentration of uses and walkability, thereby reducing the impact of transportation to the environment and promoting better community access to services (TCSP Goals).

- **Graphics: Legibility and Effectiveness**

The maps showing the node locations and the adjacent existing/ potential uses were taken directly from the originally hand-drawn and written plans from Webb Architects. It would have been more effective if the text was larger and more legible. The photomontages of current conditions compared with future renderings of rehabilitated buildings along Main Street were useful in helping developers and community members visualize the potential of redevelopment and help change perceptions of the neighborhood.

Chapter 5: The Design Guidelines

These guidelines came out of the community workshops focusing on a pedestrian oriented corridor. They serve to help guide new development and rehabilitation. They reflect the community's vision and its desire create a pedestrian-oriented neighborhood around concentrated, connected, and compatible activities along the major corridor nodes. The guidelines are rooted in the core vision to:

1. Encourage new, quality urban development along the community's major commercial corridor.
2. Preserve the residential integrity of the community's numerous neighborhoods.



The guidelines came out of a very interactive workshop with the community that involved the strategic use of 3D visualization of the commercial corridor and its effect on the adjacent residential area. Snapshots taken from the 3D model of a commercial corridor along Irvington Blvd. helped to highlight the implications of the parking lot location in relationship to the street and sidewalk for the pedestrians and impact to residential homes behind the Irvington Corridor. The Plan used the images taken from the community workshop to clearly visualize the issues behind each guideline within context.

The major themes addressed by the guidelines:

1. Develop pedestrian-friendly corridors; including:

- Walkable Corridors
- Neighborhood Scale Service and Retail
- Establishments
- Linked Activity Areas
- Greening of Corridors

2. Protect Single family Housing Character:

- Scale
- Setbacks
- Design of structure

3. Protect Historic Resources

The Design guidelines were divided into two areas: (A) The Corridor District Plan and (B) the Residential Area Plans.

(A) The Corridor District Plan

Creating Pedestrian friendly Neighborhoods that were based on Concentrating, Connecting, and linking Compatible Uses near major nodes.

Issue 1: Parking

- Locate parking towards the side or rear of the development instead of between the sidewalk and the building
- Combine and/ or share parking where feasible.
- Design parking lots to facilitate pedestrian circulation, safety, and create a pedestrian-friendly environment.

Issue 2 Building Setback

- Locate buildings close to the street instead of setting them deep into the lots.
- Develop street intersections as primary activity areas for pedestrians by concentrating neighborhood retail and services at street corners.

Issue 3: Streetscape

- Promote the use of large windows in structures located along the sidewalk.



(B) Residential Area Plans were based on the primary goal of Preserving Single Family Housing Character

Issue 1: New, Single-Family Infill Construction

- Housing shall be compatible with surrounding single family structures and ensure the integrity of the neighborhood.
- The main structure shall reflect block character and be compatible with surrounding housing.
- A new building shall reflect the period of the surrounding structures.
- New housing shall maintain the prevailing single-family home setback distance from the street right-of-way.
- Secondary Building (garages, outbuildings) shall be of smaller scale than the main structure and use the same building materials as on the primary structure.
- Maintain neighborhood character by preserving existing tree lines, saving mature trees and shrubs to extent possible particularly along the front of the structure.

Issue 2: New Multi-Family Infill Construction

- Locate large-scale multi-family housing in more urban/ commercial type areas.
- Place smaller scale duplexes and quadruplexes with sensitivity to existing houses and according to infill design guidelines.
- Place new multi-family housing near existing services, such as bus-stops, grocery stores, clinics, and recreational facilities, and in underutilized commercial areas with easy access to transit.

Issue 3: Rehabilitation of Existing Buildings

- Rehabilitation of existing buildings should, to the extent possible, maintain the historic character of the area.

Issue 4: Additions to Existing Buildings

- Place new additions in the rear.
- Keep additions simple and appropriate in size, shape, materials and detail.
- Additions shall not be larger than the primary building.

Chapter 6: Historic Preservation

This section highlights the existing historic resources of the neighborhood and analyzes six potential historic districts for the possibility of being designated historic districts. The analysis promotes further study of these areas. Buildings highlighted include residential, transportation, and nonresidential structures of major significance.

Appendix

The appendix included critical maps and data supporting the design strategies and concepts.



Appendix A: The glossary of terms is very helpful to clearly define concepts and City terms within the plan.

Appendix B: Informative maps showing HUD and Census information on Demographics and Land-Use and condition of place/ streets/ sidewalks.

Appendix C: Gives background data on the findings and methodology by Social Compact for measuring buying power, market activity and indicators in the neighborhood using the Market Drill Down strategy.

Appendix D: Highlights the Community Input Issues, their objectives, and the opportunities/ constraints along with a prioritization of the concepts

Appendix E: More detailed look at the Historic Places and a precedent for potential historic designation in certain districts/ structures.

2.2.4 The Nature of the Near Northside Economic Revitalization Plan

The Near Northside Economic Revitalization Plan can be characterized mainly as a *design* and a *strategy*. The Plan provides a specific design of the neighborhood using place-based design guidelines and analyzing specific node development potential rather than traditional land-use plans used in other cities.

The Revitalization Plan has been useful in providing a design and a strategy (or a set of strategies) to address both an overall vision for the neighborhood as well as look at specific nodes and intersections to implement the goals of the plan. Furthermore, specific implementation strategies such as the identification of partnerships and proposed partnerships are critical to the realization of many of the goals outlined in the Plan.

2.2.5 The Role of the Plan in Achieving TCSP Goals

Reinforce the need for a pedestrian oriented public right of ways.

TCSP Goals

- **Improve the efficiency of the transportation system.**

Through the use of development guidelines (i.e. where business parking lots are located on a block) that promote pedestrian experience and safety around potential Light Rail Transit stations and adjoining streets, the Revitalization Plan will improve the efficiency of and access to public transportation. A safer, more quality pedestrian experience will motivate residents and visitors to use public transportation (Potential Light Rail and Local Bus system) and walk, thereby further reducing automobile traffic congestion and need for parking in the Near Northside.



- **Reduce the impact of transportation on the environment.**

By improving pedestrian experience and thereby reducing the automobile traffic and use in the Near Northside, the Revitalization Plan promotes the reduction of many negative impacts of automotive transportation on the environment, such as air, noise pollution, and incompatible activities serving Automobiles (i.e. gas stations, muffler shops)

- **Reduce the need for costly future public infrastructure investment.**

Reducing automobile traffic as a means of transportation to the Near Northside will also help to reduce costs for future public infrastructure such as parking lots and structures to support new development activities planned for the area.

- **Provide people with better access to jobs, services, and trade centers.**

An improved pedestrian experience and linkages between uses in the District will help to create better access to activities and services in the area as well as an improved network of public access. The concept for the commercial corridors that came out of the Near Northside community design process was a need to connect and concentrate compatible uses around key nodes.

- **Encounter private-sector development patterns that achieve these goals.**

Part of the Revitalization Plan calls for an implementation strategy to market and outreach to existing business owners and potential developers for collaborative partnerships in supporting a unified vision for future development patterns.

2.2.6 Conclusions & Recommendations

- The Plan (its revitalization strategies, economic development nodes, and design guidelines) clearly address TCSP goals by its emphasis on a Plan that supports the pedestrian experience as a priority and an effort to mitigate negative effects of automobile use in the area.
- The Plan offers very action-oriented implementation strategies that involve existing and potential partnerships and outreach efforts. It is critical that the Super Neighborhood Representatives for the Near Northside as well as support from the City provide an accountability process for implementation to occur and for change to be managed effectively with the Revitalization Plan as a key framework. Performance in realizing these community revitalization objectives should be measured over time and made assessable to the community to ensure the Plan's objectives are not compromised as future development occurs over time.



2.2.7 Chronological List of Project Documents

Northside Village (Near Northside) Economic Revitalization Plan

Prepared by Webb Architects and City of Houston Department of City Planning and Development

http://www.ci.houston.tx.us/departme/planning/projects/north_side/

